

Message Text

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R 221105Z FEB 77
FM AMEMBASSY ANKARA
TO SECSTATE WASHDC 6529
INFO USDOC WASHDC
AMEMBASSY CAIRO
AMEMBASSY TEHRAN
AMCONSUL ADANA
AMCONSUL ISTANBUL
AMCONSUL IZMIR

UNCLAS ANKARA 1331

FOR USDOC/WANDA ALE FROM MISSION DIRECTOR

E.O.11652: N/A
TAGS: BEXP, TU
SUBJECT: US TELECOMMUNICATIONS TRADE MISSION TURKEY REPORT

1. TRADE MISSION DIRECTOR AND EIGHT MEMBERS
ARRIVED ANKARA ON SCHEDULE AND COMPLETED BUSY THREE-DAY
OFFICIAL VISIT AND INTERVIEW SCHEDULE. MISSION DEPARTED
EVENING FEBRUARY 18 FOR SINGLE NIGHT STOP ISTANBUL BEFORE
DEPARTING FOR CAIRO ON AFTERNOON FEBRUARY 19.

2. ENTIRE MISSION TEAM MET WITH STATE PLANNING
ORGANIZATION (SPO), POST TELEGRAPH AND TELEPHONE ADMIN-
ISTRATION (PTT), TURKISH RADIO AND TELEVISION CORPORATION
(TRT). SIX MISSION MEMBERS MET JOINTLY WITH TURKISH
ELECTRONIC INDUSTRY AND TRADE COMPANY (TESTAS), THREE
MISSION MEMBERS MET JOINTLY WITH TURKISH ELECTRICITY
AUTHORITY (TEK). TECHNICAL COMMUNICATIONS, WESTERN
ELECTRIC AND WESCOM MET WITH GENERAL DIRECTORATE OF
NATIONAL POLICE (EGM). THREE MEMBERS MADE FOLLOW-UP
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VISITS TO PTT WHICH SHOULD PROVE PRODUCTIVE.

3. TOTAL OF 123 INTERVIEWS WERE HELD AS FOLLOWS: MISSION
DIRECTOR 5; EXTELCOM INTERNATIONAL 18; KLIEN TOOLS
10; OK MACHINE AND TOOL 11; TECHNICAL COMMUNICATIONS
24; USARCO-ROHN 11; WESCOM INC. 21; WESTERN ELECTRIC
23. ACTUAL SALES AND SIGNING OF REPRESENTATIVES WERE

MINIMAL BUT THIS IS DUE TO TELECOMMUNICATIONS BEING BASICALLY A GOVERNMENT-CONTROLLED FIELD IN TURKEY. MISSION MEMBERS PLEASED WITH ORGANIZATION, EXECUTION AND ADMINISTRATION OF MISSION AND IMPRESSED WITH THOROUGHNESS AND EFFECTIVENESS OF EMBASSY COMMERCIAL STAFF IN SUPPORT OF MISSION.

4. ENTIRE MISSION PARTICIPATED IN VERY WELL ATTENDED COCKTAIL-RECEPTION HELD AT AMBASSADOR'S RESIDENCE EVENING OF FEBRUARY 16 WHICH PROVIDED FURTHER OPPORTUNITIES FOR MISSION MEMBER CONTACTS AND DISCUSSIONS WITH BUSINESSMEN AND GOVERNMENT OFFICIALS.

5. TRADE MISSION HAS BEEN WELL RECEIVED AND EMBASSY STAFF HAS PROVIDED OUTSTANDING SUPPORT AND DESERVES COMMENDATION FOR EXCELLENT ARRANGEMENTS MADE. MISSION MEMBERS HAVE BEEN CONGENIAL, INTERESTED AND CONDUCTED THEMSELVES IN VERY PROFESSIONAL MANNER. UNARCO ROHN UNFORTUNATELY DISCOVERED THAT THEIR PRODUCTS NOT IMPORTABLE BECAUSE OF LOCAL MANUFACTURING. KLEIN/TOOLS ADVISED BY SOME THAT THEIR TOOLS COULD NOT BE IMPORTED AND BY OTHERS THAT THERE WOULD BE NO PROBLEM. HOWEVER KLEIN EXPECTS TO SIGN 2 AGENTS AND MAKE SALES OVER NEXT 12 MONTHS. OK MACHINES AND TOOL MET ALL OBJECTIVES, SIGNED AGENT, MADE \$8,500 SALE WITH ONE YEAR PROJECTION OF \$50,000. EXTELCOM PARTIALLY MET OBJECTIVES AND WESTERN ELECTRIC ACHIEVED OBJECTIVE OF PRODUCT TESTING/MARKET RESEARCH. WESCOM PROJECTS 1 TO 3 SALES
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REPRESENTATIVES AND \$10,000 IN SALES OVER NEXT YEAR.

6. MISSION BROCHURE WAS PRINTED IN TURKISH ONLY, AS ECONOMY MEASURE, AND THERE WERE TWO OR THREE MISUNDERSTANDINGS OF EQUIPMENT AS RESULT OF AMBIGUOUS TRANSLATIONS. THEREFORE RECOMMEND FUTURE BROCHURES BE PRINTED IN BOTH LOCAL LANGUAGE AND IN ENGLISH. ONE MEMBER SUGGESTED THAT BECAUSE OF PROBLEM OF LACK OF SPECIFIC KNOWLEDGE OF TELECOMMUNICATIONS MARKET IN THE COUNTRY, PRE-MISSION INTERVIEWS OF AGENTS MIGHT PROVIDE BETTER FEEL FOR NEEDS FOR U.S. PRODUCTS. ALSO SUGGESTED THAT IF U.S. MANUFACTURERS AT OUTSET SUBMIT SHORT LIST OF QUESTIONS TO BE ANSWERED RELATING TO THEIR PRODUCTS IN THE MARKET, THE REPLY INFO WOULD BETTER DEFINE OVERALL OPPORTUNITY FOR SPECIFIC PRODUCTS.
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